WITH
UNITED
ARTISTS

AROUND THE WORLD

IN THIS ISSUE

Around the World in One Year.....Page 1
Koerpel Succeeds Smith in Paris.....Page 2
New Disney Representative in Spain.....Page 2
Make October Mickey Mouse Month.....Page 3
"The Masquerader" Box Office Bonanza.....Page 3
London, New York Hail "Bitter Sweet".....Page 4
Home Office Raves Over "Henry VIII".....Page 5
Fairy Tales Silly Symphony Source.....Page 5
Fairbanks to Produce in London.....Page 6
Initial George Arliss Picture.....Page 6
"Samarang" Magazine Symposium.....Page 7
Haitian Drum Tom-Toms "Emperor Jones".....Page 7
"Roman Scandals" Half Finished.....Page 8
Studio Snapshots.....Page 8
Disney Cartoons to Have Theme Songs.....Page 9
"Lullaby Land" Latest Silly.....Page 9
Fairbanks, Jr. in "Catherine the Great".....Page 10
H.B. Warner in "Sorrell and Son".....Page 10
Neagle-Graavey in "The Bohemian Girl".....Page 10
Loretta Young in "Born to Be Bad".....Page 11
Franchot Tone in "Moulin Rouge".....Page 11
Constance Cummings in "Trouble Shooter".....Page 12
Frances Dee in "Blood Money".....Page 12
Pickford, Chaplin Screen's Immortals.....Page 12
All Quiet on "Keyhole" Picture.....Page 13
20th Century Buys Two New Stories.....Page 13
Help! Zanuck Wants Reel Barnum.....Page 14
Lee Tracy in "Miss Lonelyhearts".....Page 14

AROUND THE WORLD IN ONE YEAR!

With this issue, AROUND THE WORLD celebrates its first birthday as the official "voice" of the Foreign Legion. During the past twelve months this publication has been an integral part of our foreign organization...a dynamic and inspiring influence in the lives of hundreds of United Artists legionnaires...talking their language...reflecting their ideas...reporting their activities...shaping their aims...recording their sentiments...encouraging their efforts...spurring their fighting spirit...challenging their enterprise.

If its contents have made colorful and exciting reading, the credit is due not so much to the Editor as to the Foreign Legion itself. In the pages of AROUND THE WORLD you legionnaires face a mirror that reflects your own brilliant achievements.

Now, as it stands on the threshold of another year, this house organ, through the Editor, renews its pledge to be as interesting, as informative, and as helpful as possible. But - it is important for you to remember that AROUND THE WORLD is written not merely <u>for</u> you but <u>of</u> you. It needs your enthusiastic support, it must have your whole-hearted cooperation if it is to continue a potent factor and a progressive influence in the affairs of the foreign department.

Write the Editor regularly, and tell him what you are doing in <u>your</u> territory. Help make AROUND THE WORLD the valuable medium <u>you</u> want it to be!

KOERPEL SUCCEEDS SMITH AS MANAGING DIRECTOR IN PARIS

J.A. Koerpel has been appointed managing director for United Artists in Continental Europe, with headquarters in Paris, succeeding Guy Croswell Smith, resigned, according to an announcement made by Arthur W. Kelly, vice-president of U.A. in charge of foreign distribution, who is now abroad.

Our French legionnaires are indeed fortunate in their new chief, for Mr. Koerpel's colorful career in the motion picture field, dating back to 1904, is studded with outstanding achievements as salesman, publicist and theatre manager in Europe and Asia, as well as in the United States and South America. As a result of his extensive travels, he is an accomplished linguist, speaking French and German, Spanish and Italian with equal facility.

Mr. Koerpel's thorough familiarity with the French territory is explained by the fact that he was at one time general manager for First National in Paris. Incidentally, his exploitation campaign on "The LostWorld," the first long-run American picture shown in France, created a furor on the Continent and made history at the box office. He combines a shrewd sense of showmanship with a comprehensive knowledge of the intricacies of theatre operation.

Mr. Koerpel demonstrated his executive ability and capacity for leadership as division sales manager for the old General Film Company and World Pictures Corporation; as West Coast district manager for the Goldwyn Distributing Company; and as division theatre manager for Publix Theatres Corporation. Prior to joining United Artists, he operated his own company in New York - the General Foreign Sales Corp. - for distributing American films abroad and importing foreign language pictures over here.

We cordially welcome Mr. Koerpel into the U.A. family and wish him a full measure of success!

****

NEW DISNEY REPRESENTATIVE FOR SPAIN, PORTUGAL, ITALY

Pierre de Beneducci, a former director of the Socony Vacuum Corporation in Lisbon, will represent the Walt Disney Enterprises in Spain, Portugal and Italy, according to an announcement just made by Mr. Disney. Mr. de Beneducci, whose father-in-law is the present Governor-General of Lisbon, has already established headquarters at Rua Sant' Ana'a, Lapa 182, Lisbon, Portugal. He will function as does Kay Kamen in the United States and George Kamen in Great Britain, arranging Mickey Mouse merchandise tieups with manufacturers, and cooperating with exhibitors in advertising and exploiting the Disney subjects. Messrs. Gurt and Luporini please note!

CELEBRATE MICKEY'S 5TH BIRTHDAY!

MAKE OCTOBER MICKEY MOUSE MONTH!

Because October 1st falls on a Sunday, Mickey Mouse will celebrate his 5th birthday on September 30th. To exhibitors the world over, this should be the occasion for the biggest Mickey Mouse exploitation of the year. Last season, in the United States and in some foreign countries, thousands of alert showmen got behind this stunt to the mutual benefit of the Disney subjects and their own theatres.

To every one of our foreign offices this 5th Birthday Celebration should mean a tremendous increase in Disney business, not only on September 30th, but during the entire month of October. In fact, we have this suggestion to make: using Mickey's birthday as a plausible reason,

MAKE OCTOBER MICKEY MOUSE MONTH

And make it your business to see that every theatre in your territory plays as many Mickey Mouse and Silly Symphony subjects as possible. Book 'em solid!

A complete Mickey Mouse birthday exploitation campaign has been prepared at Home Office for exhibitors' use in the United States. Copies of this booklet are being sent to all foreign offices. It contains many useful ideas and stunts that you can adapt in your territory and tie in with your bookings. You will also receive special Mickey birthday stills, for publicity use, so that all in all you will have the necessary ammunition to make MICKEY MOUSE MONTH an unqualified success.

But you'll have to work fast! There's no time to lose! Stop putting it off! Start putting it over!

MAKE OCTOBER MICKEY MOUSE MONTH

****

"THE MASQUERADER" IS

BOX OFFICE BONANZA

Tremendous grosses are being chalked up in important spots by Samuel Goldwyn's production of "The Masquerader," now being released in the United States. At the Rivoli, New York, the picture, which stars Ronald Colman, is giving this Broadway house its biggest business in months. At the Aldine Theatre, Philadelphia, the film grossed more in two days than the previous picture did in a week. It will probably hold over for a month's run. In four days at the Albee, Cincinnati, "The Masquerader" clicked off $350 more than the entire run of Goldwyn's "Cynara," also starring Colman, which played the Ohio house during Christmas week.

LONDON, NEW YORK PRESS AND PUBLIC

UNITE IN ACCLAIMING "BITTER SWEET"

There may be differences of opinion between England and the United States on such unimportant subjects as the debt question, the World Economic Conference, and the advisability of recognizing Russia, but on the big things - the entertainment value of "Bitter Sweet," for example - there is a striking unanimity of thought.

All of which is a roundabout preface to the statement that first London, then New York, hailed Herbert Wilcox's screen version of the Noel Coward operetta with enthusiastic bravos and hearty cheers. The day after the picture debuted at the Carlton Theatre, London, the Home Office received the following cable from managing director Murray Silverstone: "Bitter Sweet Opened Yesterday Tremendous Business Press Reviews Today Marvelous Picture Acclaimed As Outstanding Attraction." A follow-up letter brought additional details. The premiere was one of the social events of the season. The picture was presented with all the pomp and circumstance attaching to an extraordinary production, even the ushers and usherettes being costumed in the period of the story. All house records were broken, and the film has settled down for a long run to daily capacity audiences.

In New York at the Rivoli Theatre, "Bitter Sweet" received an equally warm reception. The public was quick to appreciate the merits of the tender romance, capable direction and superb acting of Anna Neagle and Fernand Graavey, and the press was not backward in expressing its whole-hearted approval. "The Daily News," tabloid with the largest circulation, gave it the superlative rating of 4 stars. At the other extreme, the highbrow "Evening Post" came right out and called it "The most successful musical yet produced."

That the picture will do a standout business wherever it plays,provided it is properly publicized and exploited, is a safe prediction. It's B-I-G. Don't be afraid to get behind it for all you're worth. "Bitter Sweet" will fulfill any promises you make for it!

****

MAKE OCTOBER MICKEY MOUSE MONTH

H.O. EXECUTIVES RAVE OVER

"PRIVATE LIFE HENRY VIII"

Applause mingled with cheers, followed by a buzz of excited comment greeted a preview of "The Private Life of Henry VIII" held for Home Office executives the other day, when a print arrived from England. It was the consensus of opinion that it is one of the genuine filmasterpieces produced in the last five years on both sides of the Atlantic. Laughton's characterization in the title role is superb. With this picture he definitely steps out at the head of the parade as the screen's premier character actor. Alexander Korda's direction is magnificent. The entire production has the spectacular sweep and background and sets associated with the BIG Hollywood product. No wonder Douglas Fairbanks cabled the Home Office from London that it was the greatest motion picture he had ever seen! "England's Challenge to Hollywood" is now more than just a phrase, a slogan; it's a reality, an accomplished fact! So enthusiastic are our U.A. officials over its entertainment values, so confident of its box office success, that arrangements have already been made to trade-show the picture at the Astor Theatre, September 19. Prominent exhibitors, film executives, tradepaper and newspaper people have been invited to this special showing. United Artists has another "natural" in "Private Life of Henry VIII"!

****

ANDERSEN'S FAIRY TALES

SILLY SYMPHONY · SOURCE

The amazing success of Walt Disney's Silly Symphonies in color, all of which are released by United Artists, has prompted the creator of Mickey Mouse and the Symphonies to delve into Andersen's Fairy Tales for a forthcoming short feature. Disney's entire production staff is now at work on an adaptation of Andersen's "The Shepherdess and the Chimney Sweep," and he is also planning a Silly Symphony based on the immortal "The Night Before Christmas."

****

MAKE OCTOBER MICKEY MOUSE MONTH

FAIRBANKS TO PRODUCE IN LONDON

IN ASSOCIATION WITH KORDA

An ambitious scheme for making large-scale productions in England, which would find a ready market in the United States as well as in other foreign countries, was announced by Douglas Fairbanks on August 17 at a reception to newspaper representatives in London. In outlining the plans of this new company, which will invite British artists and other stars and directors of international reputation to join it and make pictures through their own independent production units, Fairbanks stated that he will be associated in this venture with Alexander Korda and Ludovico Toeplitz of London Film Productions. In fact, Fairbanks admitted that he decided to go ahead with the scheme after viewing "The Private Life of Henry VIII", which he regards as one of the finest pictures produced anywhere.

Present plans, Fairbanks declared, call for the immediate production of three films. The first, which is already in work, will feature Douglas Fairbanks, Jr. and Elizabeth Bergner in a story inspired by the lives of Czar Peter III and Catherine the Great. The second, "Exit Don Juan," now in preparation, will star Fairbanks himself and give him the opportunity of portraying the famous Spanish lover from an entirely new angle. The third will bring both the Fairbanks - father and son - together for the first time in a picture, based on the romantic screen character, "Zorro." World-wide distribution of this product will be via United Artists.

****

INITIAL ARLISS PICTURE IS

"THE HOUSE OF ROTHSCHILD"

George Arliss will start for Hollywood from England early next month to commence his new contract for 20th Century Pictures. His first production will be "The House of Rothschild," based on the history of the famous European money barons.

Darryl Zanuck also announced the purchase of a new vehicle for Arliss. It is a stage play by Harold Simpson, "Sentenced," successfully produced in London. It is a dramatic opus, in which George Arliss for the first time will portray a judge.

CINE-MUNDIAL SPONSORS

"SAMARANG" SYMPOSIUM

As the result of a tieup effected by the Foreign Publicity Department, exhibitors and picturegoers in Spanish and Portuguese-speaking countries will have their attention forcefully directed to "Samarang," thru a symposium-contest sponsored by Cine-Mundial, most widely read Spanish fan magazine. Full page announcement of the contest appears in the October issue, which also carries a 2-color ad on the picture, as well as an interview with Ward Wing and Lori Bara, director and scenarist. In outlining reasons for symposium, Editor explains that "Samarang" has a synchronized score but is without dialogue, only subtitles, making it readily understandable in any language. Asks all readers to see the picture and write in their reaction. For best letters he offers a year's subscription to Cine-Mundial and a dozen autographed photos of United Artists stars. Copies of Cine-Mundial, reprints of the ad, and additional details have been sent to those of our offices in a position to benefit by and capitalize on this free publicity stunt.

****

ANTIQUE HAITIAN DRUM

TOM-TOMS "EMPEROR JONES"

The John Krimsky-Gifford Cochran talking screen production of Eugene O'Neill's "Emperor Jones" has gone through its final cutting and is ready for screening. The picture, which stars Paul Robeson, with Dudley Digges, Frank Wilson and Fredi Washington in the cast, will be released by United Artists, and is booked for an early presentation at the Rivoli Theatre, New York, following a benefit performance, sponsored by society leaders for a local hospital.

Considerable difficulty was experienced by the technicians in recording the ominous beat of the tom-toms, which plays such an important part during a large part of "Emperor Jones." Many instruments, including a Revolutionary War drum, were tried, but without success. Finally, a friend of the youthful producers offered a genuine Haitian drum, with a voodoo history dating back 50 years, and now worth several thousand dollars, for the purpose, and this was found to produce exactly the tonal quality desired.

"ROMAN SCANDALS" PASSES HALF-WAY PRODUCTION MARK

"Roman Scandals" is more than half finished. Eddie Cantor, Ruth Etting, and the hundred Goldwyn girls have completed the spectacular slave market scene under the supervision of Busby Berkeley. The picture's biggest number is built around Miss Etting's song, "No More Love." Grace Poggi, whose rhumba in "The Kid From Spain" last year made her famous overnight, does a dance to delight an august Roman senate.

The dancing girls, augmented by thirty new recruits, are now rehearsing what is to be known as "The Beauty Scene," in which the captive slave girls are bathed, shampooed, massaged, anointed, manicured and otherwise made attractive for the Emperor. The set is built entirely of glass. Another of Dubin and Warren's songs will set the rhythm for the number. Twelve cameras and a fifty piece orchestra under Alfred Newman's direction moved in for the actual shooting of the scene. On another stage, Eddie and the story company are at work under the direction of Frank Tuttle. Gloria Stuart, David Manners, Veree Teasdale and Edward Arnold have important parts in depicting Eddie's adventures among the Caesars, the lions and the slave girls.

A third company is working on location shooting the chariot chase. Nine chariots with four horses each take part in the roaring climax that Goldwyn hopes will top the bull-fight in "The Kid From Spain." Three cameramen were injured and $25,000 worth of equipment destroyed last week when four chariots, roaring down the home stretch at 45 miles an hour, failed to dodge the camera set-up. All of the cameramen are now back at work. Eddie will spend two more days working with the chariot crew before the scene is finished.

****

STUDIO SNAPSHOTS

Dorothy Arzner, who holds the distinction of being the only feminine director in the business, has replaced George Fitzmaurice as the director of Samuel Goldwyn's production of "Nana," starring Anna Sten. Note also Pert Kelton is out of the cast.

* * * *

"The Great Barnum" is the title chosen for the Barnum story.

ALL MICKEYS AND SILLIES

TO HAVE THEME SONGS

Following the success of the theme song, "Who's Afraid of the Big Bad Wolf?," in the Silly Symphony, "Three Little Pigs," Walt Disney is inaugurating theme songs for all Silly Symphonies and Mickey Mouse subjects. In "Puppy Love," the new Mickey Mouse cartoon, Disney has included two original songs.

The titles of these two numbers are "Puppy Love" and "Spring is Here," both of them catchy and singable and both composed by Frank Churchill, a member of the Walt Disney staff. After several years of careful grooming, during which Minnie Mouse has been permitted to sing snatches of several songs, Minnie makes her debut as a full-fledged songstress in "Puppy Love," actually singing a song from beginning to end.

In "Puppy Love" we see Mickey wooing Minnie and Pluto casting soft glances at Minnie's powder-puff dog, Fifi. To make an impression upon Fifi, Pluto purloins the box of candy Mickey had intended giving Minnie and gives it to Fifi. After Fifi has eaten the candy Pluto substitutes a bone for the candy and returns the box to Mickey. This, of course, produces a catastrophe when Mickey presents the box to Minnie, but "all's well that ends well."

****

"LULLABY LAND" LATEST

SILLY SYMPHONY IN COLOR

What happens to a baby when it plays with forbidden things is shown in Walt Disney's latest Silly Symphony, "Lullaby Land."

The youngster has heard "No, no, mustn't touch" all day long, and when he tumbles from his cradle into the land of "real dreams" he decides to go exploring, taking his toy dog with him. A talcum powder brush dusts them both, and a rattler tree scares the dog. They join a parade of baby things, finally coming to a huge gate marked "Forbidden Garden." They ignore the warning sign and enter, where they find all the things with which they are not allowed to play; sharp knives, scissors, fountain pens, ink, etc. The baby gets into a box of matches and is burned, the smoke turning into boogey men. Then the Sandman comes and the dog and baby float back to their cradle on a blanket of flowers.

Frank Churchill and Leigh Harline, the same composers who wrote "Who's Afraid of the Big Bad Wolf?" in Disney's "Three Little Pigs," have provided four new melodies for "Lullaby Land." The songs are "Lullaby Land," "Nursery Parade," "In the Land of Mustn't Touch" and "Song of the Boogey Man." Brahm's "Lullaby" and "Rock-a-Bye-Baby" are also heard in this short feature.

DOUG.FAIRBANKS,JR. IN

"CATHERINE THE GREAT"

Douglas Fairbanks, Jr., now in England with his father, will appear in a London Film Productions film based on the life of Catherine the Great, as his first picture to be made abroad. He will play the part of the young Czar, Peter III, called by many "the Russian Hamlet," because of his moody, cruel, suspicious and amorous character.

Elizabeth Bergner, noted European actress, will appear as young Fairbanks' leading woman in the role of Catherine. Critics hail her as one of the greatest natural actresses on the screen, and her work has been compared with that of Eleanore Duse and Sarah Bernhardt. The supporting cast includes Flora Robson, George Grossmith, Joan Gardner, Clifford Heatherly and Lawrence Grossmith.

****

H.B.WARNER CAST FOR LEAD

ROLE IN "SORRELL AND SON"

H.B. Warner, famous stage and screen player, has been given the leading role in the talking screen version of "Sorrell and Son," which British and Dominions will produce for United Artists release. Jack Raymond will direct the film, which Lydia Hayward is adapting from the novel by Warwick Deeping. Warner gave the finest performance of his distinguished career in the silent version of "Sorrell and Son," which United Artists also distributed.

****

NEAGLE-GRAAVEY TEAMED

IN "THE BOHEMIAN GIRL"

Anna Neagle and Fernand Graavey, the romantic team of "Bitter Sweet," will be united again in British and Dominions production of "The Bohemian Girl," under the direction of Herbert Wilcox. Monckton Hoffe is doing the adaptation and dialogue, and the picture will be a United Artists release. In view of the immediate filming of "The Bohemian Girl," Miss Neagle's previously announced subject, "Nell Gwynn," has been postponed.

LORETTA YOUNG TO STAR

IN "BORN TO BE BAD"

Loretta Young's first production for 20th Century Pictures will present her as a full-fledged star. "Born to Be Bad" is the vehicle by which she will become Hollywood's newest and youngest star. It is the story of a clothing model who becomes a glamorous lady of the big city, and was written by Ralph Graves. Lowell Sherman will direct it. Cary Grant has been borrowed from Paramount to play the leading romantic role opposite Miss Young. Harry Green, Henry Travers and Jackie Kelk are in the supporting cast.

****

FRANCHOT TONE OPPOSITE

BENNETT IN "MOULIN ROUGE"

"Moulin Rouge," Constance Bennett's first starring vehicle for 20th Century Pictures, went into production with Franchot Tone,borrowed from M-G-M, as Miss Bennett's leading man. Tone, one of Hollywood's most rapidly climbing young male stars, made an impressive screen debut recently with Joan Crawford in "Today We Live."

"Moulin Rouge," which will be released by United Artists, will be a lavish musical extravaganza based on a French play by Lajon de Bri. It will be directed by Sidney Lanfield from a screen adaptation by Nunnally Johnson. Tullio Carminati and Russ Brown are also in the cast.

Samuel Goldwyn has loaned 20th Century the "Goldwyn Girls" chorus, which has been appearing with Eddie Cantor in "Roman Scandals," for "Moulin Rouge." These girls were brought from varied sections of the country and selected after a period of several months from more than 5,000 beauty candidates. Due to the spirited revival of musical productions by the various studios, an acute shortage of dancing beauties has existed for the past few months. Because of Samuel Goldwyn's generosity, however, Russell Markert, who will stage the dances for "Moulin Rouge," was able to start rehearsals with a completely trained group that is said to be the most beautiful yet assembled in Hollywood.

****

MAKE OCTOBER MICKEY MOUSE MONTH

CONSTANCE CUMMINGS LEAD

IN "TROUBLE SHOOTER"

Constance Cummings will have the feminine lead in the 20th Century production, "Trouble Shooter," to be directed by Walter Lang. In this picture Miss Cummings will appear with Spencer Tracy, who has been borrowed from Fox, and with Jack Oakie, loaned by Paramount. Judith Wood, Arline Judge also in cast.

"Trouble Shooter" is described as an exciting drama of the telephone company heroes, based on the actual experiences of J.R. Bren, veteran trouble shooter. It will be filmed with the cooperation of the Bell Telephone Company.

****

FRANCES DEE ADDED

TO "BLOOD MONEY"

Frances Dee, under contract to R.K.O. Radio, is the latest screen artist to step out on loan to 20th Century Pictures. She shares feminine honors with Judith Anderson opposite George Bancroft in "Blood Money," which Rowland Brown is directing. Chick Chandler and Blossom Seeley head the supporting cast.

****

PICKFORD, CHAPLIN VOTED

SCREEN'S ALL-TIME GREAT

Mary Pickford and Charles Chaplin, United Artists stars, are two of the five greatest film players of all time, according to a ballot just taken among the readers of "Picturegoer," London publication. The most dominant personalities in the history of the screen also include Jackie Coogan, Rudolph Valentino and Greta Garbo. Miss Pickford was awarded over 70 per cent of the total vote cast, and Chaplin also had an overwhelming majority. Mickey Mouse stands high on the list of 65 stars chosen by the readers for the "Picturegoer's" hall of fame, as does Eddie Cantor, Ronald Colman and Douglas Fairbanks.

****

MAKE OCTOBER MICKEY MOUSE MONTH

SH-H-H-H! ALL QUIET ON "BROADWAY THRU KEYHOLE"

They won't talk!

That is the rule during the filming of the Walter Winchell musical, "Broadway Thru A Keyhole." Darryl Zanuck has issued an official ukase imposing secrecy on all those concerned with the filming of the 20th Century production. The secrecy is the result of the Al Jolson-Walter Winchell fracas, in which the celebrated mammy singer charged the equally well-known columnist with burrowing into his private life for the dramatic facts of his story. Winchell denied dragging any skeletons out of the Jolson family closet, but rumor persisted that "Broadway Thru A Keyhole" has for its romance the rivalry between a radio crooner and a racketeer for the affections of a cabaret dancer.

Darryl Zanuck confirmed that Constance Cummings will play a night club dancer, that Russ Columbo will be a radio crooner and Paul Kelly a racketeer, but he refused either to affirm or deny that the incidents were taken from Jolson's private life.

Lowell Sherman, who will direct the picture, will work on closed stages. Thus the public will have the same opportunity as Al Jolson in deciding whether "Broadway Thru A Keyhole" is Jolson's own story. Zanuck wants the question to be decided on the screen.

Incidentally, Blossom Seeley, vivacious musical comedy star, who replaced Peggy Hopkins Joyce when the latter retired from the cast because of illness, has been given a long-term contract by Zanuck as a result of her work in "Broadway Thru A Keyhole." It is whispered that Miss Seeley is destined for a film career a la Mae West.

****

20TH CENTURY PICTURES BUYS TWO NEW STORIES

Damon Runyon's most highly prized magazine tale, "Gentlemen, The King!," has been purchased by 20th Century Pictures for early production. This is the humorous tale of American racketeers who take over the running of a mythical European government.

* * * *

Ralph Graves has devised a new way to earn a trip to the Chicago World's Fair. Graves sat down to his typewriter and knocked out a story, "The Fair," which he submitted to 20th Century Pictures. Zanuck read the story and bought it on sight.

HELP! DARRYL ZANUCK

WANTS REEL BARNUM!

"Fans, bring me a Barnum!"

Darryl Francis Zanuck, who with Joseph M. Schenck guides 20th Century Pictures, is calling upon the fans for help! He wants to know, and soon, whom they would like to see play that showman of showmen: the immortal Barnum, in "The Great Barnum," to be released by United Artists. He asks that fans communicate with him by mail -- 20th Century Pictures, Hollywood, Calif. -- and name their choice. What is more, he says he will be guided by it.

"In the profession," Zanuck commented, in making his appeal to the fans, "the general first choice appears to be Wallace Beery. Others suggested for the role have been George Bancroft, Warner Baxter and Charles Laughton. All these are feasible suggestions. But really, I want the fans' judgment. I want them to tell me who can best bring back to glorious life the one and only Barnum."

****

"MISS LONELYHEARTS"

WILL STAR LEE TRACY

Lee Tracy, staccato-voiced screen favorite, has been signed to star in "Miss Lonelyhearts" for 20th Century Pictures. Darryl Zanuck announced that he had persuaded M-G-M to spare the services of this popular star on the strength of the unusual role the story affords him.

"Miss Lonelyhearts" was adapted by Leonard Praskins from the best-selling novel of the same name by Nathanael West. It recounts the exploits of a newspaper columnist who conducts an Advice-to-the Lovelorn department. It is a comedy tale with the fast action and tight situations in which Lee Tracy shows to best advantage.

Sally Blane, promising young screen beauty, is to return at once to the United States from London, where she has been hobnobbing with royalty, to assume the feminine lead in the picture, in which Paul Hervey, noted stage actor, will also play a prominent role.

Scanned from the collections of the Wisconsin Center for Film and Theater Research, with support from the University of Wisconsin-Madison Libraries. Digitization completed by the University of Wisconsin Digital Collections Center (UWDCC). Post-production completed in the UW-Madison Department of Communication Arts.

Wisconsin Center
for Film and Theater Research

http://wcftr.commarts.wisc.edu

MEDIA HISTORY
DIGITAL LIBRARY

https://www.mediahistoryproject.org/